



**MEDICARE MODERNIZATION ACT  
PART D MARKETING TRAINING  
CMS HEADQUARTERS, BALTIMORE, MARYLAND**

June 3, 2005 (8:00am-4: 30pm)

**Draft Conference Agenda**

| <b>Topic</b>   | <b>Time</b>       |
|--|-------------------|
| <ul style="list-style-type: none"><li>• <b>Registration and Information Table – Open to All Plan Participants</b></li></ul>  | 7:00 am – 4:30 pm |
| <ul style="list-style-type: none"><li>• <b>Orientation for New Plan Participants —Tips for Working with CMS</b></li></ul>  | 8:00 am           |
| <ul style="list-style-type: none"><li>• <b>General Session (includes lunch break)</b><ul style="list-style-type: none"><li>○ Overview of MMA and Part D as related to Marketing</li><li>○ Marketing Guidelines Overview</li><li>○ Overview of Health Plan Management System Marketing Module</li><li>○ Marketing Materials Development</li><li>○ Marketing Review Process</li><li>○ Required Marketing Materials<ul style="list-style-type: none"><li>- Pre-enrollment Materials</li><li>- Post-Enrollment Materials</li></ul></li><li>○ Advertising and Telemarketing</li><li>○ Q &amp; A Session</li></ul></li></ul> | 9:00 am           |
| <ul style="list-style-type: none"><li>• <b>Closing Remarks</b></li></ul>   | 4:15 pm           |
| <ul style="list-style-type: none"><li>• <b>General Session Ends</b></li></ul>  | 4:30 pm           |